

Fwd: Reminder: Become a Neighborhood Champi...

Subject: Fwd: Reminder: Become a Neighborhood Champion for Small Business Saturday

From: Rita Moreno <rita.moreno@lacity.org>

Date: 07/27/2016 03:23 PM

To: Donald Duckworth <duckworth.donald@gmail.com>, Lisa Schechter <lisa@mediadistrict.org>, "John T. Walker" <john@thescbd.com>, Danielle Condit <danielle@thescbd.com>, Jim Omahen <jim@mediadistrict.org>, "Serrano, Chris" <chris.serrano@bhhscal.com>

In case you missed this...

----- Forwarded message -----

From: **International Downtown Association** <tclemmer@ida-downtown.org>

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Small Business Saturday® is Nov 26. Are you in?

Sign up to be a Neighborhood Champion by Nov 11 at
ShopSmall.com/IDA

In collaboration with American Express, IDA would like to invite you to become a Neighborhood Champion for Small Business Saturday. Celebrated on the Saturday after Thanksgiving, Small Business Saturday helps small business owners with their most pressing need - getting more customers. As a Neighborhood Champion, you can help raise awareness and support for local

small businesses to support your community on the day.

Plan a community event for Small Business Saturday

Last year, over 4,100 Neighborhood Champions participated by:

- Organizing local activities to get their community excited about participating in the day (e.g., a kickoff breakfast to get shoppers out, street fairs to showcase local goods, shuttles to transport shoppers around town and other events)
- Rallying small businesses to participate in the day and encouraging neighbors to go out and Shop Small® (e.g., providing small business owners with Shop Small merchandise to promote their business, organizing in store events to help get more customers in the door)
- Promoting Small Business Saturday via social media, in local newspapers and around their town

Looking for ideas and inspiration for how to get started? As a Neighborhood Champion, you will receive monthly emails with downloadable resources leading up to the day to help with planning your Small Business Saturday event. You will also receive a Small Business Saturday Event Kit* containing Shop Small merchandise, including items like bags, balloons, and more to help support your community activities.

Sign up to be a Neighborhood Champion today at
ShopSmall.com/IDA

Terms apply. See [Terms of Participation](#) for additional details.

*Available while supplies last.

STAY CONNECTED



International Downtown Association, 910 17th Street, NW,
Suite 1050, Washington, DC 20006

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Try it free today

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Counting my blessings - Sing and be Happy Today!

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